THE PATRICK STAR SHOW
LAUNCH KIT
nickelodeon

THE PATRICK STAR SHOW

LAUNCH KIT
SHOW SYNOPSIS

SERIES LOG LINE

The Patrick Star Show follows everyone's favorite sea star at home with his family as he hosts an imaginary variety show that comes from the bizarre and hysterical depths of his own brain.

SHOW SYNOPSIS

The Patrick Star Show finds our hero, Patrick Star, living at home with his dad Cecil, mother Bunny, sister Squidina, and salty ol' grandfather, GrandPat. Instead of following a traditional narrative storyline, Patrick's show is built around his ever-changing whims. As he presents his variety show to an audience of one (his pet urchin, Ouchie), Patrick's attention leaps from one sequence to the next. He may start off with a cooking segment, then get distracted by an old west tale, follow that up by learning about golf, only to end up someplace completely different.

Outside of Patrick's TV show lies the real world of his family, friends, and the rest of Bikini Bottom. Events that affect Patrick in real life – Mom washing all his costumes on laundry day, Dad taking Patrick to work with him, SpongeBob embarking on a job hunt – will also affect the show that day. Patrick's imagination lets us see the characters we love in ways we never expected!

Though it's all being filtered through Patrick's impeccably imperfect point of view, the strange and surreal humor that's at the heart of the SpongeBob universe is alive and well in The Patrick Star Show.

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THE PATRICK STAR SHOW

LAUNCH KIT
CHARACTER BIO

PATRICK STAR

Teenage Patrick lives with his parents and wavers between being an obedient, loving son, and an untrained family pet. Sometimes when his parents change their clothes, he doesn't even recognize them. Yes, he's still our big dumb ol' Patrick that we know and love. Compounding his dumbness are his equally challenged parents, and dinnertime at the Star house tends to look like a three-clown circus act. Like every overgrown kid still living at home, Patrick's private retreat is his room: an old gutted TV set filled with movie props, clunky dioramas, and a real working time machine he calls the Time Closet (courtesy of Sandy Cheeks). With his loyal sister Squidina as his producer, he hosts a variety show from his bedroom for a studio audience of one: his pet urchin, Ouchie. Patrick's a fun and enthusiastic TV host who often doesn't know what he's talking about – and gets distracted at the drop of a hat – but whatever he's doing in the moment, he believes in it 100%.

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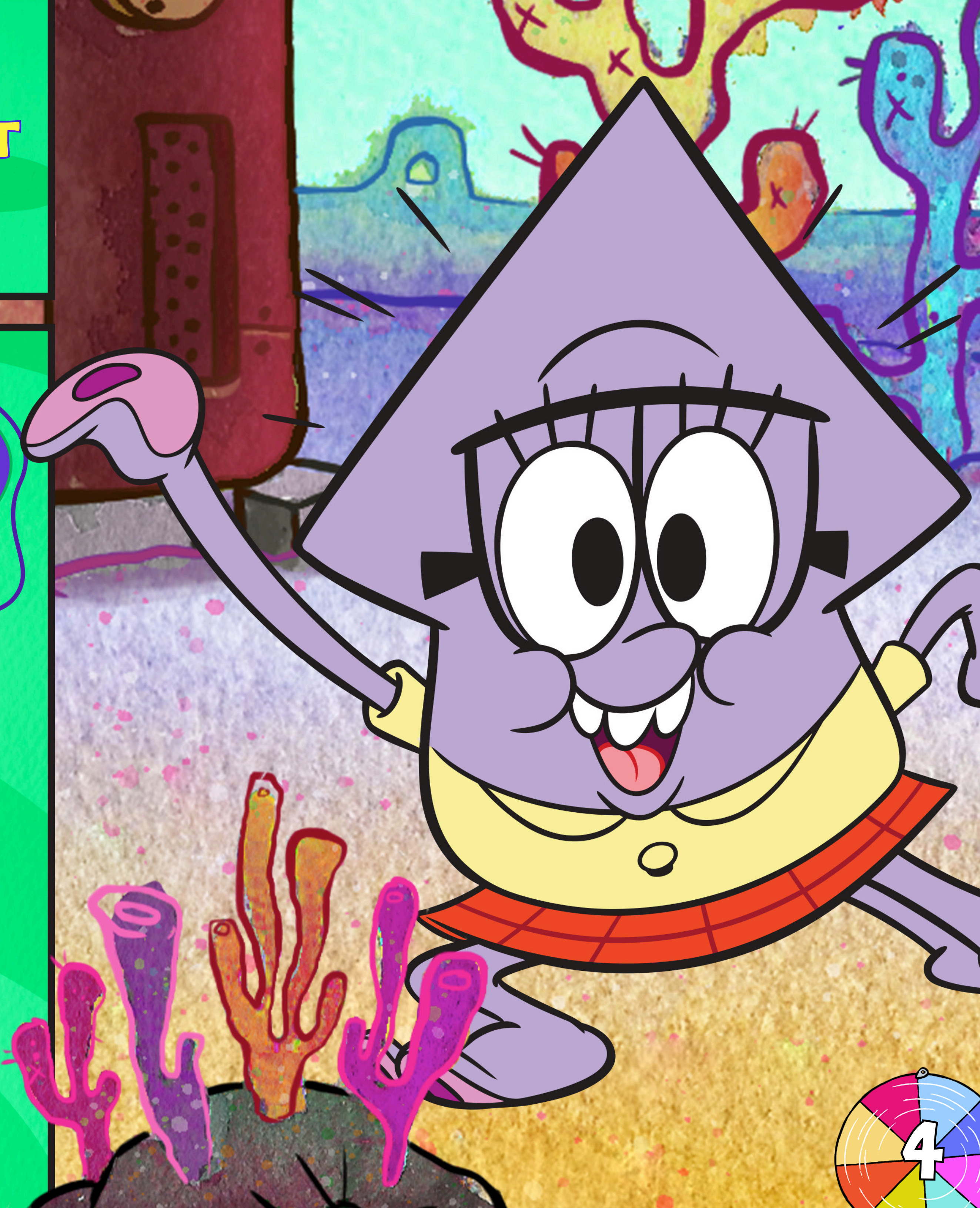
THE PATRICK STAR SHOW

LAUNCH KIT

CHARACTER BIO

SQUIDINA STAR

Patrick's little sister, 8 year-old Squidina, is a squid. The family thinks she's just a weird looking sea star. Squidina sees herself as Patrick's executive producer for his imaginary TV show. She thinks of Patrick as a big toy that she can play with. His bedroom is like her play set where she puts him in different situations and adds guests. She often tells him that he has "star quality!" She's a kid who can't let go of a game. Which is to say, she enables Patrick and inspires him to greater heights of make-believe television. She feels responsible for getting him to his show on time, no matter where his whimsy has led him. She does his make-up, goes over his show's theme, cheers him on from the sidelines, and lets him know when it's time to wrap it up. Patrick often pulls her into his adventures where she plays the deadpan serious straight person to his wacky sensibilities.



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THE PATRICK STAR SHOW

LAUNCH KIT

CHARACTER BIO

BUNNY STAR

Patrick's mom is a warm, loving sea star who is a kooky oddball. Her ideas about the world and her family are a crazy mixed-up jumble of non sequiturs, riddles, and bursts of manic energy. Her unusual logic has never stopped this sweet lady from figuring out how the world works – she just guesses at things (i.e. the washing machine is a one-person hot tub, dinner is served under the table for safety reasons, and the bedroom is for the bed – so she and her husband sleep in the hall). Bunny Star was born in the tiny, undersea country Klopnod where her family worked as punching bags for a local boxing gym. She was the first sea star in her family to graduate from Klopnod College, where she majored in Pseudo-Science with a minor in Nonsense. She tends to be overprotective of Patrick, often treating him like a baby, which drives him crazy. She has a part time job as a greeter at the local prison.

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THE PATRICK STAR SHOW

LAUNCH KIT

CHARACTER BIO

CECIL STAR

Patrick's dad is a hard-working, fun loving, happy-go-lucky blockhead. Being an attentive husband and loving father are the most important things in the world to him – when he can remember who his family is. He's always up to doing father and son activities with Patrick, like fishing the sewers through manholes, playing catch with a cannon ball, and tag team wrestling the neighbors. Cecil loves to break things around the house when he's not at work at his own employment company, Star Employment. Being the only employee, he sends himself out on jobs including airline pilot, opera singer, and surgeon. These jobs usually don't last an hour, so to supplement the family's income, Cecil moonlights as a ventriloquist's dummy. Patrick's dad is full of absurd wisdom and completely wrong ideas that he loves to lecture on. Cecil's one character flaw is a stubborn temperament when it comes to the outside world. Squidward, in particular, really rubs him the wrong way. But when it comes to his family, he's patient and loving.

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THE PATRICK STAR SHOW

LAUNCH KIT

CHARACTER BIO

GRANDPAT

GrandPat, who has been elderly since birth, is the most intelligent member of the Star family. He's also a veteran of The Sea-Star Wars and a certified genius who, due to his advanced age, is forced to live in his idiot son's house with his son's idiot family (his words). The family hears GrandPat's clear-headed, knowledgeable ideas and conversations as the dumbest things ever, and patronize him – which only drives him crazier. GrandPat hopes against hope to one day reach his grandson and teach him the things he knows without Patrick collapsing into fits of laughter. GrandPat's only outlet for intelligent conversation is paperboy Squidward, who can't believe such a brilliant sea star can live in such a nut house. GrandPat also has a close relationship with Squidward's Granny Tentacles.

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THE PATRICK STAR SHOW

LAUNCH KIT
CHARACTER BIO

OUCHIE

Patrick's pet urchin Ouchie is his "captive" studio audience who sits in an aquarium in Pat's room. Ouchie is a perfect audience, enjoying The Patrick Star Show and doing double duty as the president (and sole member) of the Patrick Star Fan Club. When Patrick isn't doing his show, Ouchie acts like any other pet – going for walks, eating from his bowl, and protecting the house - especially from a wild sea bunny who would like nothing better than to trade places with Ouchie inside the Star home. From time to time we'll see Ouchie off on his own neighborhood adventures, which includes fighting off the sea bunny, chasing boats, and playing with other urchins in the urchin park.

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THE PATRICK STAR SHOW

LAUNCH KIT
CHARACTER BIO

SPONGEBOB

In The Patrick Star Show, SpongeBob and Patrick are still best friends. SpongeBob lives around the corner and is an occasional guest on Patrick's show. Patrick and SpongeBob also do things around town, like hanging at the arcade, hanging on the corner, and hanging by their fingers on a fence to impress their friends.

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THE PATRICK STAR SHOW

LAUNCH KIT

CHARACTER BIO

SQUIDWARD

Squidward, a few years older than Patrick, is beginning to develop into the persnickety character that we know from SpongeBob SquarePants. At this time in Squidward's life, he has a job as a paperboy, which leaves him with plenty of time to practice his clarinet (which nobody in town appreciates). He lives with his family in a baby head version of an Easter Island statue. And of course, one household he delivers papers to drives him crazy: The Star household. He has the hardest time collecting money from the Stars. They're always trying to pay him with useless objects like paint store color samples and empty milk cartons. In addition to that headache, Patrick comes running out of the house whenever Squidward approaches to give him a bear hug, knocking him down every time.

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THE PATRICK STAR SHOW

LAUNCH KIT

CHARACTER BIO

GRANNY TENTACLES

Granny Tentacles is Squidward's super cranky grandmother who lives next door to the Stars. Patrick helps – if you can call it that – around her house with the chores that Squidward avoids.

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LAUNCH KIT
COLOR PALETTE

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MARVIN REGULAR

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GIULIA PLAIN BOLD

SUB HEADER

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FUTURA PT HEAVY

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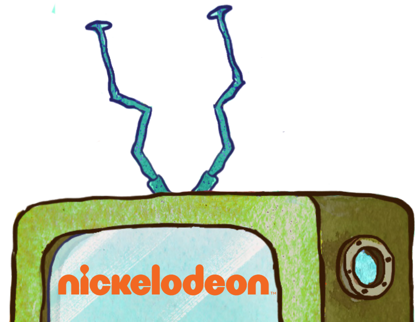

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THE PATRICK STAR SHOW

LAUNCH KIT

SHOW BACKGROUNDS

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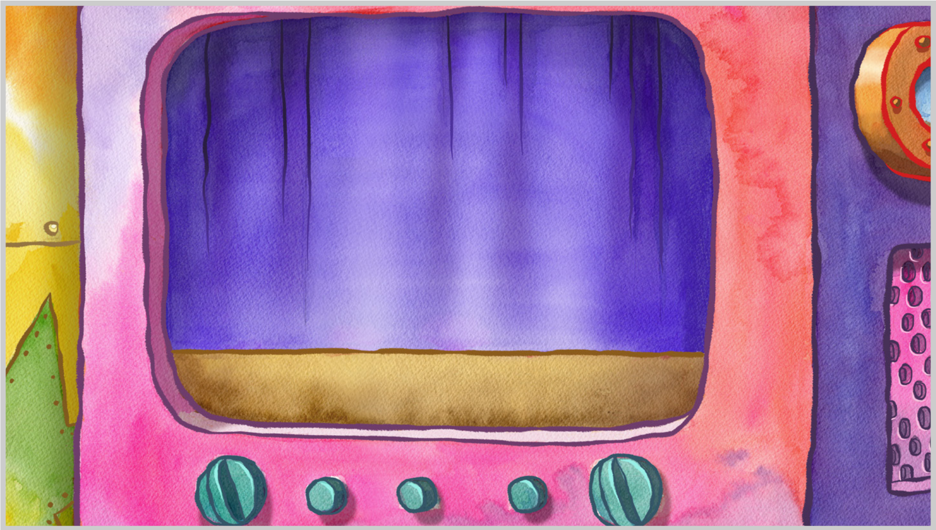

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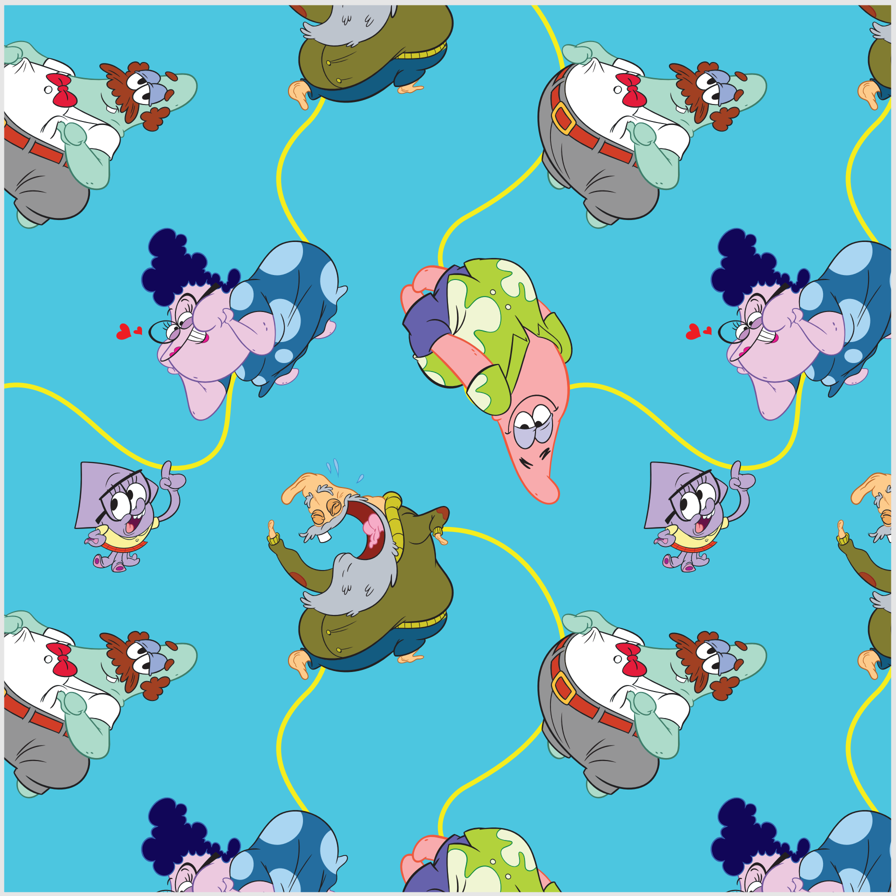

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PATS_LK_Pat_001

PATS_LK_Pat_002

PATS_LK_Pat_003

PATS_LK_Pat_004

PATS_LK_Squidina_001

PATS_LK_Squidina_002

PATS_LK_Squidina_003

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THE PATRICK STAR SHOW

LAUNCH KIT
CHARACTER ART

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PATS_LK_Bunny_002

PATS_LK_Bunny_003

PATS_LK_Cecil_001

PATS_LK_Cecil_002

PATS_LK_Cecil_003

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LAUNCH KIT
CHARACTER ART

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PATS_LK_GrandPat_002

PATS_LK_GrandPat_003

PATS_LK_SBob_001

PATS_LK_SBob_002

PATS_LK_SBob_003

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CHARACTER ART

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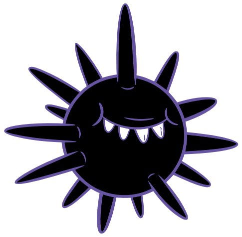

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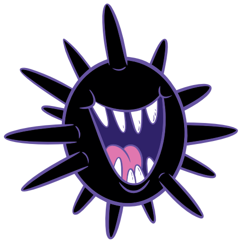

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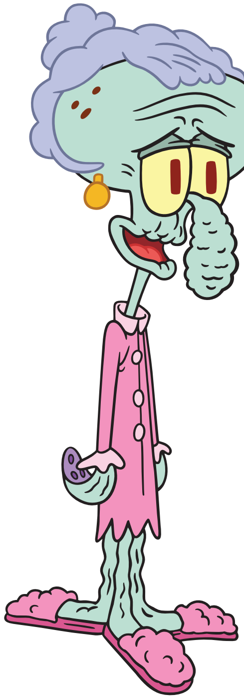

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THE PATRICK STAR SHOW

LAUNCH KIT

SHOW PROPS

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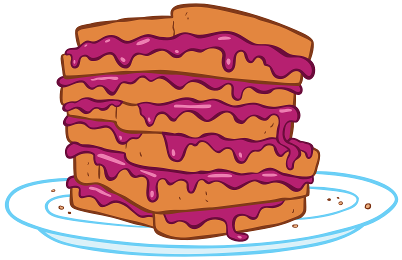

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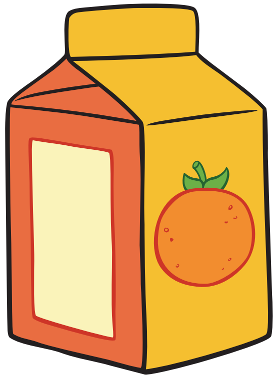

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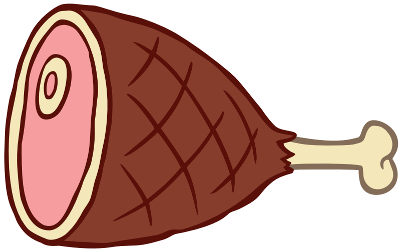

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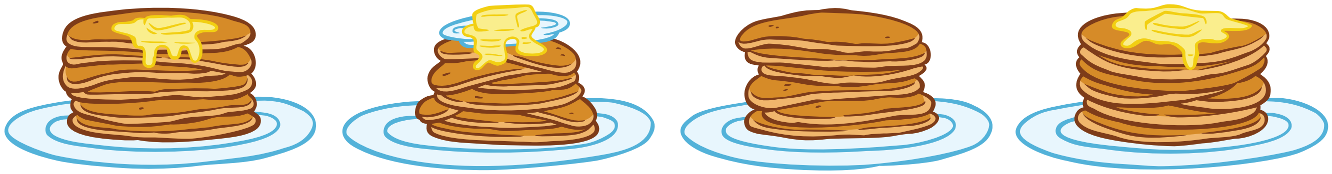

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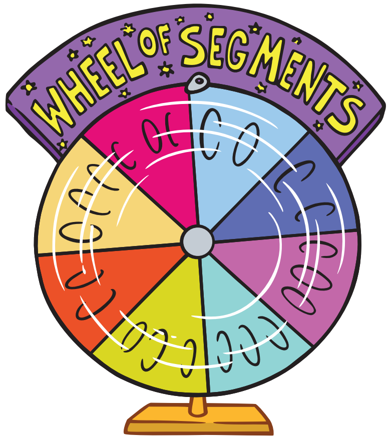

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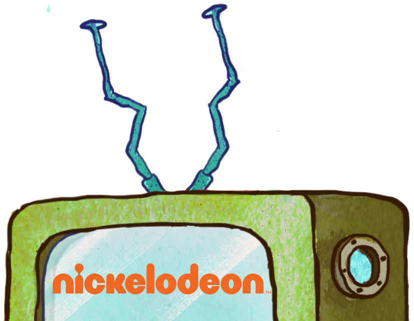

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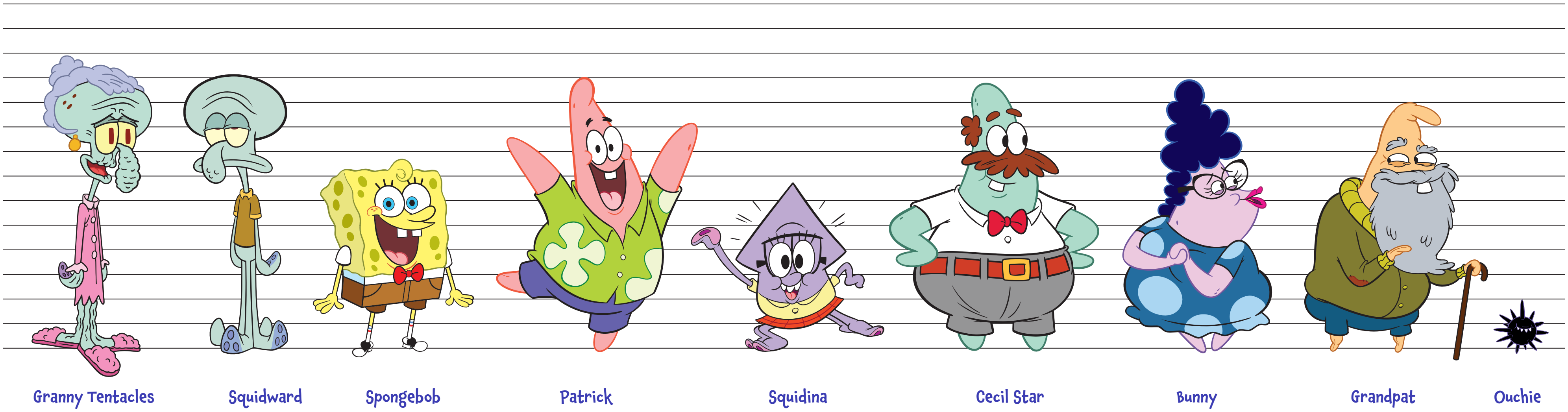
LAUNCH KIT
SIZE CHART



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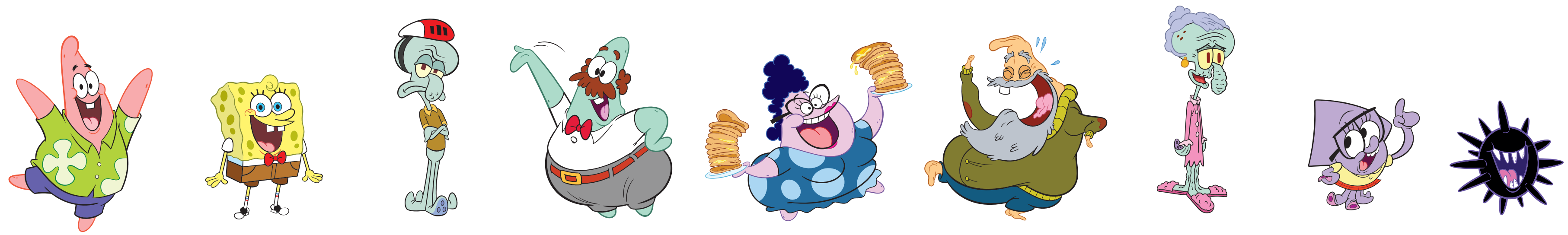
THE PATRICK STAR SHOW LAUNCH KIT

COLOR CALLOUTS



Patrick

- Body 0-40-20-0
- Body Holding Lines 0-80-80-0
- Inside of Mouth 70-100-100-0
- Tongue Holding Line 0-90-55-35
- Tongue 0-30-10-0
- Shirt 35-0-96-0
- Shirt Pattern and Buttons 6-0-21-0
- Shirt Pattern Holding Line 86-21-100-9
- Pants 68-68-0-0
- Mouth, Tooth, Eye, Shirt & Pant Holding Lines, Pupils, Eyebrows 68-68-0-0
- Eyes, Tooth 0-0-0-0

SpongeBob

- Body 0-0-70-0
- Body Holding Lines 45-25-100-15
- Inside of Mouth 70-100-100-0
- Tongue Holding Line 0-83-54-16
- Tongue 0-40-20-0
- Front Spots 15-0-100-20
- Side Spots 10-0-100-30
- Body Side 5-0-60-5
- Pants 30-60-100-0
- Pants Shadow 30-70-100-30
- Tie, Sock Stripes 0-100-100-0
- Sock Stripes 70-40-0-0
- Irises 60-0-0-0
- Cheeks and Chin Holding Line 0-75-80-10
- Shirt Shadow 25-0-0-0
- Shoe Soles 50-35-35-0
- Holding Lines, Pupils, Eyebrows 0-0-0-100
- Eyes, Teeth, Shoes, Shirt

Squidward

- Body 20-0-15-5
- Eyelids 30-0-20-15
- Eyes 0-0-25-0
- Irises 70-100-100-0
- Shirt 27-43-100-5
- Shirt Trim 0-19-77-0
- Bottom of Feet 40-25-0-0
- Suction Cups 50-40-0-0
- Helmet 0-100-100-0
- Helmet Strap 68-62-61-51
- Holding Lines 0-0-0-100
- Helmet 0-0-0-0

Cecil

- Body 32-0-25-0
- Body Holding Lines 76-32-63-13
- Inside of Mouth 50-100-44-36
- Tongue Holding Line 29-82-0-0
- Tongue 7-38-0-0
- Eyebrows, Hair, Mustache 25-83-100-20
- Tie 5-100-80-0
- Pants 44-36-36-2
- Belt 12-90-100-3
- Belt Buckle 0-25-85-0
- Eyelids 40-27-0-0
- Holding Lines, Pupils 0-0-0-100
- Eyes, Tooth, Shirt 0-0-0-0

Bunny

- Body 5-24-0-0
- Body Holding Lines 64-77-6-0
- Inside of Mouth 58-100-34-30
- Tongue Holding Line 13-100-99-3
- Tongue 0-50-23-0
- Hair 100-100-0-50
- Hair Holding Lines 85-67-0-0
- Dress 89-56-18-0
- Dress Dots 30-5-0-0
- Lips 0-96-0-0
- Lip Holding Lines 37-100-35-12
- Eyelids 24-48-0-0
- Holding Lines, Pupils Glasses, Eyebrows 0-0-0-100
- Eyes, Teeth 0-0-0-0

Grand Pat

- Body 0-22-50-0
- Body Holding Lines 21-68-100-9
- Inside of Mouth, Elbow Patch Holding Line 27-95-100-29
- Tongue Holding Line 20-84-38-1
- Tongue 0-40-4-0
- Eyelids 5-36-70-0
- Beard, Eyebrows 25-17-13-0
- Sweater 49-39-100-15
- Sweater Trim, Buttons 22-13-100-0
- Pants 95-61-31-11
- Elbow Patches 25-83-100-20
- Holding Lines, Pupils 0-0-0-100
- Eyes, Tooth 0-0-0-0

Granny Tentacles

- Body 26-1-20-0
- Eyelids 44-17-36-0
- Eyes 2-0-46-0
- Irises 27-95-100-29
- Age Spots 31-84-100-39
- Hair 24-19-0-0
- Hair Holding Lines 63-53-23-2
- Earrings 4-29-97-0
- Earring Holding Lines 24-58-100-9
- Inside of Mouth 27-95-86-26
- Tongue 2-80-64-0
- Tongue Holding Line 14-94-88-4
- Hands 33-48-1-0
- Suction Cups 58-80-5-0
- Dress and Slippers 0-53-0-0
- Dress Trim 0-22-0-0
- Slipper Soles 11-80-13-0
- Holding Lines 0-0-0-100

Squidina

- Body 24-33-0-0
- Shirt 2-2-49-0
- Skirt 0-87-97-0
- Skirt Stripes 24-100-89-18
- Inside of Mouth 50-100-44-36
- Tongue 0-51-24-0
- Tongue Holding Line 12-100-98-3
- Suction Cups 37-100-0-0
- Bottom of Feet 8-47-0-0
- Holding Lines 0-0-0-100
- Eyes, Teeth 0-0-0-0

Ouchie

- Body 60-40-40-100
- Holding Lines 70-78-0-0
- Inside of Mouth 96-100-18-21
- Tongue 8-66-0-0
- Teeth 0-0-0-0

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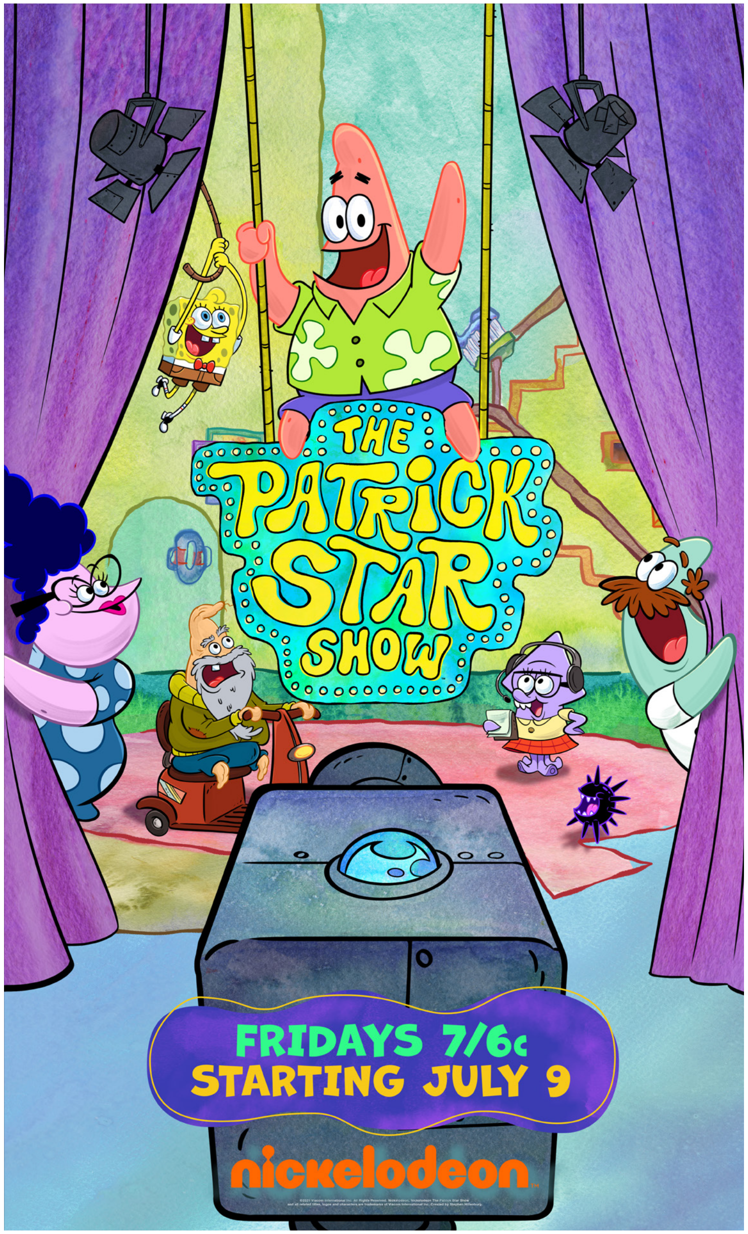

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Primary

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Secondary

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THE PATRICK STAR SHOW

LAUNCH KIT

POWER POINT

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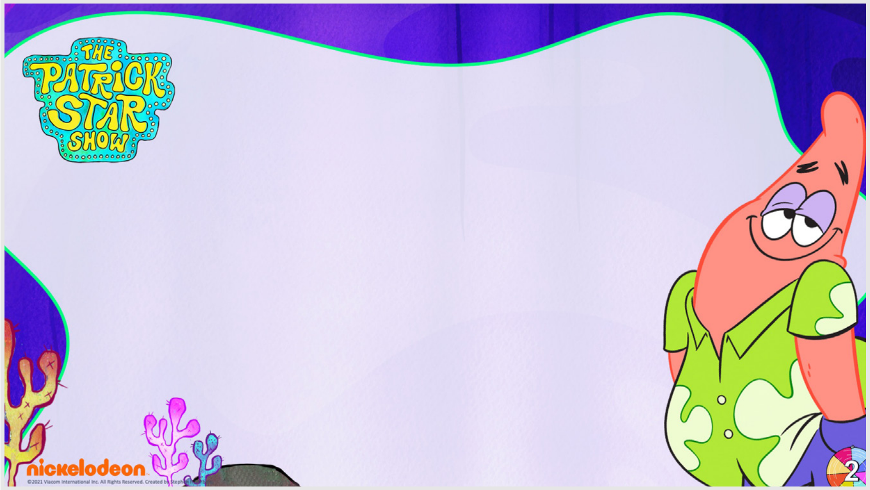

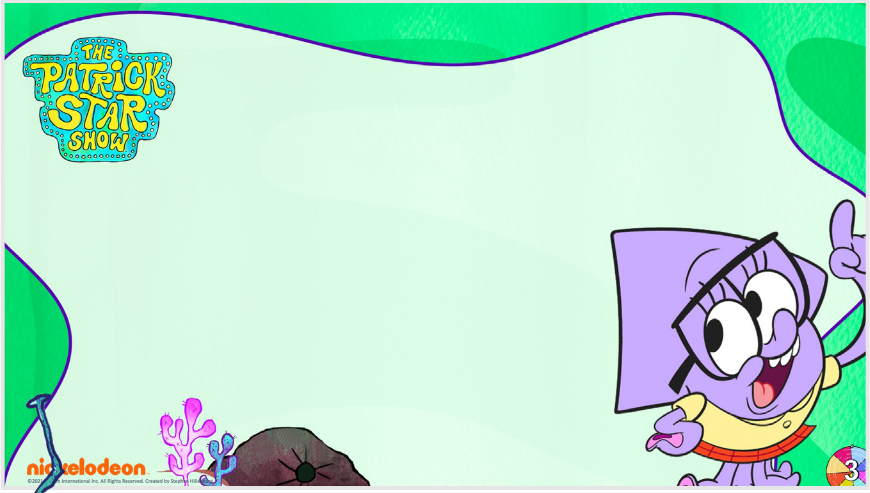

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LAUNCH KIT
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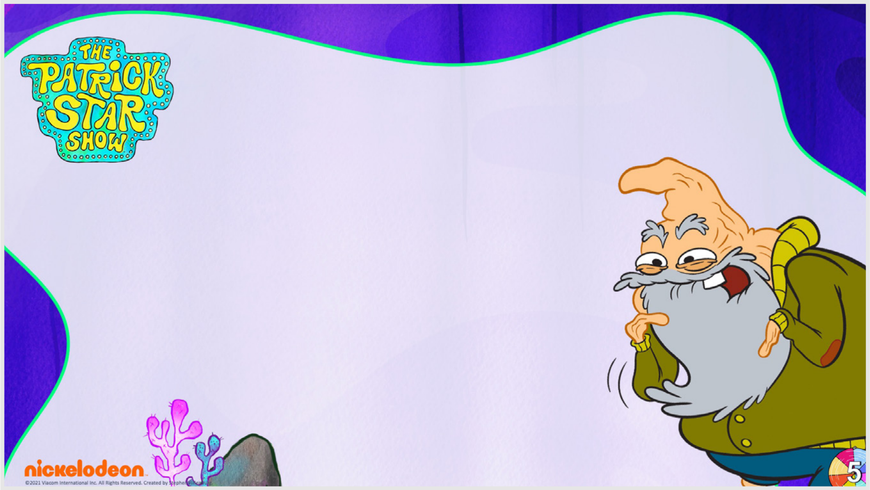

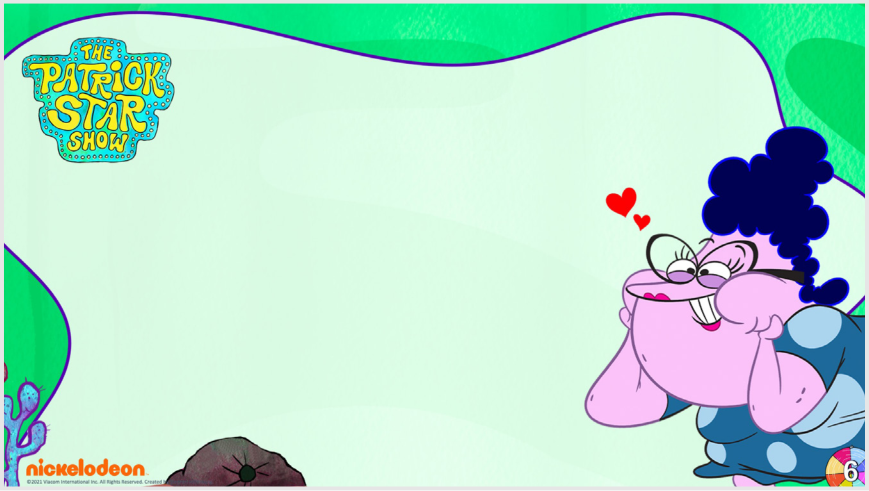

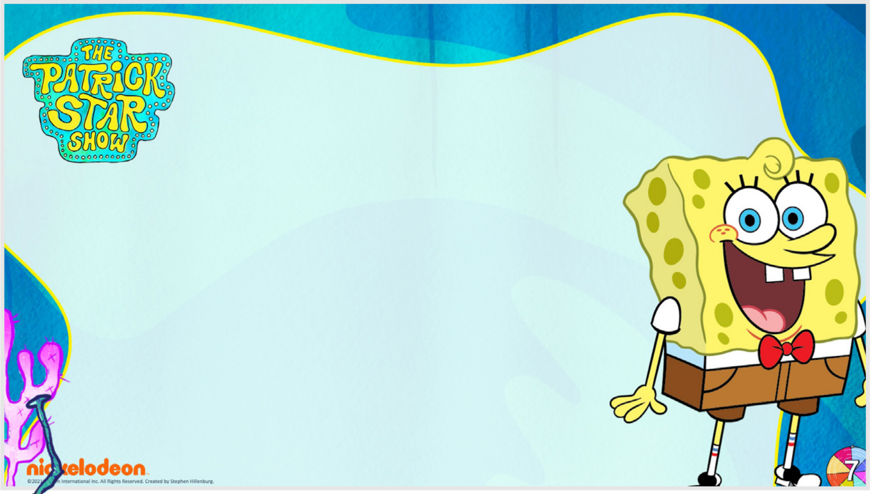

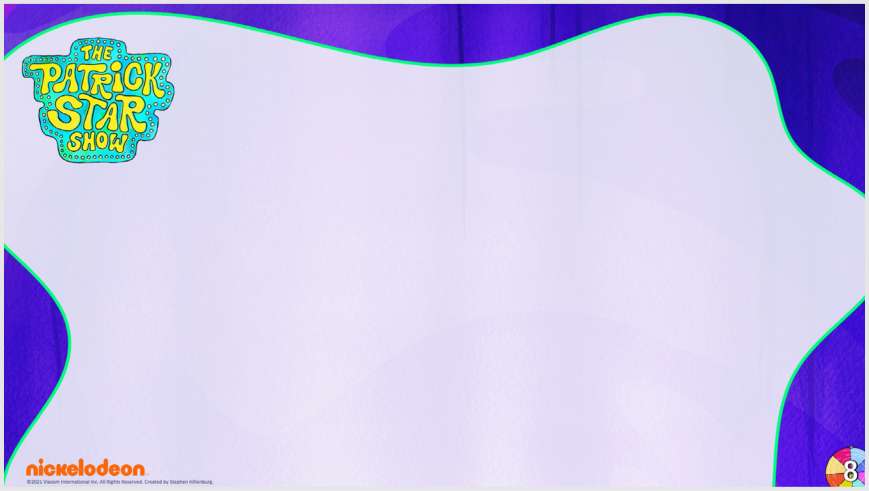

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